
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

June 14, 2016, 12:00 p.m.

City Hall, Rifle, Colorado
Conference Room
202 Railroad Avenue

The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.

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|------------|---|
| 12:00 p.m. | 1. Call to Order and Roll Call |
| 12:01 p.m. | 2. Approve Minutes from May 10, 2016 Regular Meeting |
| 12:02 p.m. | 3. Interviews to fill VIF board vacancies |
| 12:25 p.m. | 4. Design projects for 2017 |
| 12:40 p.m. | 5. VIF Banner |
| 12:50 p.m. | 6. Update on VIF funded events- Winter Concert Series Report, Summer Concert Series Flyer |

The order and times of agenda items listed above are approximate and intended as a guideline for the Board

Next Regular Meeting: July 12, 2016

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31st, April/February 28th, and August/June 30th

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, May 10, 2016
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order 12:02 p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Keith Lambert, Kevin Kelley, Tanya Doose, Bob Gardner. Debi Billings arrived at 12:07p.m.

OTHERS PRESENT: AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist; Marc Rassel and Ryan Mackley of Align Multimedia

APPROVE MINUTES FROM April 12, 2016 REGULAR MEETING

Board Member Lambert moved to approve the minutes as presented; seconded by Board Member Doose. Motion passed.

UPDATE ON GRIT/VIF MARKETING

Board received presentation on marketing efforts involving Align Multimedia.

UPDATE OF VIF FUNDED EVENTS

Board received update about marketing efforts funded by VIF including Rifle Farmers Market and the Hilltop Summer Concert Series organized by the Bookcliffs Arts Center.

DISCUSS UPCOMING VIF VACANCY ANNOUNCEMENTS

Board discussed upcoming VIF vacancy announcements.

Meeting adjourned at 1:18p.m.

Cathleen Anthony
AmeriCorps Intern for City of Rifle

Kevin Kelley
Chair

Paul D. Rice

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970-230-7204
paulrice@rof.net

6.2.2016

Visitor Improvement Fund

Cathleen Anthony

Honorable Members of the Visitor Improvement Fund:

Greetings!

The officers and members of The Visitor Improvement Fund are seeking interested individuals to fill up to two vacancies on the Board of Directors. I am submitting a letter of intent to be considered for this vacancy. I am a downtown homeowner in Rifle for the last ten years. I moved to the Western Slope in 1989 where I have resided in Glenwood Springs, New Castle and now Rifle. I am currently the Therapeutic Recreation Coordinator for E. Dene Moore Care Center (GRH). I have worked for the hospital district since 2012. In 2012 I graduated from Colorado Mesa University (Magna Cum Laude) with a B.A. in Kinesiology, Health and Wellness Promotion. That, coupled with my B.S. from the University of Wisconsin in 1988, gives me a well-rounded perspective on many different disciplines. I also studied construction technology and worked as an architectural designer for more than 20 years.

In my current role as the Therapeutic Recreation Coordinator, I like to utilize many of the agency's the City of Rifle offers. We work closely with the Rifle Animal Shelter. We attend events at the Ute Theater and always welcome the chance to participate with the Chamber.

I have a great interest in the historic preservation of Rifle and future projects. Please consider me for this appointment.

Sincerely,

Paul Rice

VIF Event Evaluation Report

Return to Cathleen Anthony, AmeriCorps intern for the City of Rifle at canthony@rifleco.org Any questions? Call Cathleen at 665-6496.



PURPOSE OF EVALUATION:

All events that receive VIF funds must fill out this evaluation form within 2 months from the end of the event. The purpose of this evaluation is to facilitate conversation between the event organizers, VIF, and the GRIT partners. This allows us to think about how to best work together and effectively spend VIF funds for the benefit of the Rifle community.

ATTACHMENTS REQUIRED:

Marketing materials such as flyers, ads, brochure, etc.

EVALUATION QUESTIONS:

1. Name and date of event:

Rifle Free Winter Concert Series

2. Amount received from VIF:

6000

3. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):

A series of live shows at the Ute Theater on Friday nights. It was decided to try a Winter series because Summer competition adversely affected attendance of the Summer series. Artists represented were The Missing Link Band, Valle Musico, Bicycle Annie, Jake Statler, Bobby Mason, Harding/Hawes, and Dikki Du and His Zydeco Krewe.

4. Lead organization name and contact person:

Don Chaney

5. Committee members that worked on the event:

Don Chaney
Cathleen Anthony

6. Other groups or businesses that partnered on the event:

Hampton Inn and Suites, KMTS KSNO

VIF Event Evaluation Report

7. Attendance at the event (separate the attendance at each day or piece of event if multiple):

Missing Link Band-150
Bicycle Annie-50

+

8. What percentage of event attendance would you estimate was from: a) Rifle residents; b) Garfield County residents; c) outside visitors?

Rifle-70%
Garfield County 90%

+

9. How did attendance and volunteer participation compare to last year?

First year, though attendance was better than Summer series averages.

10. What was the marketing strategy for the event? What mediums were used (social media, newspaper, radio, etc)? What was most successful? Attach marketing materials.

Social Media, "The Source" Magazine, radio, posters/flyers. Social media was the major factor, with measurable results coming from print and radio.

11. How did the event affect Rifle's businesses, hotels, and restaurants?

Measurable evidence is preferred, but anecdotal is acceptable:

Conversations with downtown restaurants indicated increased traffic on concert nights, and some restaurants even chose to stay open after our shows for additional business. Hampton Inn and Suites got some room traffic from upvalley residents coming down for the shows.

+

12. The VIF Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?

13. What was the biggest challenge the event faced?

Getting the Rifle audience used to the fact that they had a source for free Winter entertainment, and weather affecting some attendance.

VIF Event Evaluation Report

14. What do the event organizers look to improve or fine-tune for next year's event? What can VIF or the GRIT Partners can do to help?

Better marketing earlier in Winter. Better communication with businesses regarding details of event, and how they can maximize involvement with it. Have all bands in series booked before launch so all can be on one poster.

15. Budget (if an existing budget in another form exists, you may submit that rather than filling in this form):

<i>Event revenues/grant funds</i>	
Source of funds:	Amount:
VIF	6000
Summer series money	1000
Advertsing Budget	1000
Total event funds:	8000

<i>Event expenses</i>	
Expenses:	Amount:
Marketing	1000
Talent	5000
Hospitality	500
AV SUpport	1500
Total event expenses:	8000

Additional notes on Rifle Free Winter Concert Series

Upon reviewing the first Rifle Free Concert Series, I would like to add some notes to the form I filled out.

For the first year of this of this series attendance, while below numbers we hope to reach by the second or third year of the series, were encouraging. Weather was an attendance factor in a few cases, but this was taken into account in the planning of the series, and we still believe that Winter is a goof time for free shows, because there is not much to do. I believe the exceptional quality and diversity of the music gave the series credibility and a good foundation to build on in future seasons. In most cases, crowds left feeling they were a part of something new and special, and we will build on that, as well.

I believe that more timely marketing efforts next year will close those gaps and give us more consistent audiences from week to week. This includes booking and promoting the entire series before the first show has taken place, as well as securing more strong media sponsorships, better utilization of social media, and more alignment with City of Rifle's new marketing campaign "Real Western Adventure".

Also planned is more outreach to the Arts community in utilizing their supporter databases and outreach potential.

Next year, a more concerted effort will be made to secure sponsorships in the amount of \$5-8k to enhance amount of shows presented while maintaining the artistic quality of the 2016 series. It will also allow for stronger marketing outreach efforts.

° RIFLE HILLTOP °



BOOKCLIFFS
ARTS
CENTER

SUMMER CONCERT SERIES

MAY 26 THROUGH SEPTEMBER 1

FREE
EVENT!
1100 EAST 16TH
RIFLE, CO

6:30 PM

8:30 PM

EVERY THURSDAY

- May 26 Smuggler Mtn Boys
- June 2 Les Tension - Dwight Ferren
- June 9 Bone Tree
- June 16 The Leonard Curry Trio
- June 23 Jill Cohn
- June 30 Logan Brothers
- July 7 Jeremy Isenheart

THE
STONE HOUSE
ART GALLERY IS OPEN
DURING CONCERTS

- July 14 Swanson/Snow
- July 21 Dry Hollow
- July 28 Tom Evans
- Aug 4 Exit 42
- Aug 11 Porch Pickers
- Aug 18 Gonzales w/ Bicycle Annie
- Aug 25 Let Them Roar
- Sept 1 Aspen440

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